

ORDER



KMGH

Orders	Order / Rev:	189465	Primary AE:	David Lombardo
	Alt Order #:		Sales Office:	EWSDC
	Product Desc:	SEIU/AFSCME/NEA	Sales Region:	NAT
	Estimate:	1949		
	Flight Dates:	12/20/12 - 12/24/12		
	Original Date / Rev:	12/18/12 / 12/18/12		
	Order Type:	GENERAL		
Agency	Name:	New Media Firm	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		1322 G St.SE	Agency Commission:	15%
		Washington, DC 20003		
Advertiser	Name:	ISSUE/SEIU/AFSCME/NEA	New Business Thru:	
	Demographic:	A25-54	Order Separation:	00:05:00
	Product Codes:	PL23-Issue/Prop	Advertiser External ID:	
	Priority:	P3	Agency External ID:	
	Revenue Codes:	POL, POL, ISS		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals		
11/26/12	12/24/12	13	\$13,450.00	\$11,432.50	December 2012	13	\$13,450.00
					Totals	13	\$11,432.50

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Order Share	Share	Total
KMGH	25%	\$13,450.00
Market	100%	\$53,800.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBDI	0%	\$0.00
KCEC	0%	\$0.00
KCNC	25%	\$13,450.00
KDEN+	0%	\$0.00
KDVR+	20%	\$10,760.00
KFCT	0%	\$0.00
KMAS	0%	\$0.00
KPXC	0%	\$0.00
KRMA	0%	\$0.00
KRMT	0%	\$0.00
KTFD	0%	\$0.00
KTVB	0%	\$0.00
KUSA	30%	\$16,140.00
KWGN	0%	\$0.00
KWHD	0%	\$0.00
KZCO	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
----	----	-------	-----	----------------	-------	----------------	------	-----	-------	------	-----	-----	------	-------	--------

Order / Rev: 189465
 Alt Order #: _____
 Flight Dates: 12/20/12 - 12/24/12

Advertiser: ISSUE/SEIU/AFSCME/NEA
 Product Desc: SEIU/AFSCME/NEA
 Estimate: 1949

KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
N 1	KMGH	12/20/12	12/21/12	6-7A News M-F/KMGH	CA	6A-7A	---TF--	:30	2	\$600.00	P3	0.00	NM	2	\$1,200.00											
6-7A News																										
<table border="1"> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> <tr> <td>Week: 12/17/12</td> <td>12/23/12</td> <td>---TF--</td> <td>2</td> <td>\$600.00</td> <td>0.00</td> </tr> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 12/17/12	12/23/12	---TF--	2	\$600.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 12/17/12	12/23/12	---TF--	2	\$600.00	0.00																					
N 2	KMGH	12/24/12	12/24/12	6-7A News M-F/KMGH	CA	6A-7A	M-----	:30	1	\$600.00	P3	0.00	NM	1	\$600.00											
6-7A News																										
<table border="1"> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> <tr> <td>Week: 12/24/12</td> <td>12/30/12</td> <td>M-----</td> <td>1</td> <td>\$600.00</td> <td>0.00</td> </tr> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 12/24/12	12/30/12	M-----	1	\$600.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 12/24/12	12/30/12	M-----	1	\$600.00	0.00																					
N 3	KMGH	12/20/12	12/21/12	GMA M-F 7-9A / KMGH	CA	7A-9A	---TF--	:30	2	\$650.00	P3	0.00	NM	2	\$1,300.00											
GMA M-F 7-9A																										
<table border="1"> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> <tr> <td>Week: 12/17/12</td> <td>12/23/12</td> <td>---TF--</td> <td>2</td> <td>\$650.00</td> <td>0.00</td> </tr> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 12/17/12	12/23/12	---TF--	2	\$650.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 12/17/12	12/23/12	---TF--	2	\$650.00	0.00																					
N 4	KMGH	12/24/12	12/24/12	GMA M-F 7-9A / KMGH	CA	7A-9A	M-----	:30	1	\$650.00	P3	0.00	NM	1	\$650.00											
GMA M-F 7-9A																										
<table border="1"> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> <tr> <td>Week: 12/24/12</td> <td>12/30/12</td> <td>M-----</td> <td>1</td> <td>\$650.00</td> <td>0.00</td> </tr> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 12/24/12	12/30/12	M-----	1	\$650.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 12/24/12	12/30/12	M-----	1	\$650.00	0.00																					
N 5	KMGH	12/20/12	12/21/12	6p-630p JEOPARDY (M-F)	CA	6P-630P	---TF--	:30	2	\$2,500.00	P3	0.00	NM	2	\$5,000.00											
6P-630P JEOPARDY (M-F)																										
<table border="1"> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> <tr> <td>Week: 12/17/12</td> <td>12/23/12</td> <td>---TF--</td> <td>2</td> <td>\$2,500.00</td> <td>0.00</td> </tr> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 12/17/12	12/23/12	---TF--	2	\$2,500.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 12/17/12	12/23/12	---TF--	2	\$2,500.00	0.00																					
N 6	KMGH	12/24/12	12/24/12	6p-630p JEOPARDY (M-F)	CA	6P-630P	M-----	:30	1	\$2,500.00	P3	0.00	NM	1	\$2,500.00											
6P-630P JEOPARDY (M-F)																										
<table border="1"> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> <tr> <td>Week: 12/24/12</td> <td>12/30/12</td> <td>M-----</td> <td>1</td> <td>\$2,500.00</td> <td>0.00</td> </tr> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 12/24/12	12/30/12	M-----	1	\$2,500.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 12/24/12	12/30/12	M-----	1	\$2,500.00	0.00																					
N 7	KMGH	12/22/12	12/22/12	ABC GMA SAT	CA	Sat GMA 6A-7A	-----S-	:30	1	\$400.00	P3	0.00	NM	1	\$400.00											
GMA SAT																										
<table border="1"> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> <tr> <td>Week: 12/17/12</td> <td>12/23/12</td> <td>-----S-</td> <td>1</td> <td>\$400.00</td> <td>0.00</td> </tr> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 12/17/12	12/23/12	-----S-	1	\$400.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 12/17/12	12/23/12	-----S-	1	\$400.00	0.00																					
N 8	KMGH	12/22/12	12/22/12	7-9a Sat Morning News	CA	7A-9A	-----S-	:30	1	\$550.00	P3	0.00	NM	1	\$550.00											
7-9a Sat Morning News																										
<table border="1"> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> <tr> <td>Week: 12/17/12</td> <td>12/23/12</td> <td>-----S-</td> <td>1</td> <td>\$550.00</td> <td>0.00</td> </tr> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 12/17/12	12/23/12	-----S-	1	\$550.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 12/17/12	12/23/12	-----S-	1	\$550.00	0.00																					
N 9	KMGH	12/22/12	12/22/12	5-6p News Saturday	CA	5P-6p	-----S-	:30	1	\$800.00	P3	0.00	NM	1	\$800.00											
5pm News Saturday																										
<table border="1"> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> <tr> <td>Week: 12/17/12</td> <td>12/23/12</td> <td>-----S-</td> <td>1</td> <td>\$800.00</td> <td>0.00</td> </tr> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 12/17/12	12/23/12	-----S-	1	\$800.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 12/17/12	12/23/12	-----S-	1	\$800.00	0.00																					
N10	KMGH	12/23/12	12/23/12	ABC GMA SUN	CA	Sun GMA 6A-7A	-----S	:30	1	\$450.00	P3	0.00	NM	1	\$450.00											
GMA SUN																										
<table border="1"> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> <tr> <td>Week: 12/17/12</td> <td>12/23/12</td> <td>-----S</td> <td>1</td> <td>\$450.00</td> <td>0.00</td> </tr> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 12/17/12	12/23/12	-----S	1	\$450.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 12/17/12	12/23/12	-----S	1	\$450.00	0.00																					

Totals

13

\$13,450.00